

CLAIMS

What is claimed is:

- 1 1. A method comprising:
 - 2 receiving a request to obtain consumer feedback;
 - 3 sending at least one product description data to a plurality of clients;
 - 4 receiving a feedback data from each of the plurality of clients transparent to
 - 5 the user of the clients;
 - 6 processing a consumer feedback summary based on the feedback data.
- 1 2. The method of claim 1 further comprising:
 - 2 communicating the consumer feedback summary to a product provider
- 1 3. The method of claim 1 wherein the request to obtain consumer feedback is
 - 2 received from a product provider.
- 3 4. The method of claim 1 wherein the request to obtain consumer feedback comprises
 - 4 a request to test the success of one or more products.
- 1 5. The method of claim 4 wherein the consumer feedback summary comprises a
 - 2 product success data for each of the one or more products.
- 1 6. The method of claim 1 wherein the request to obtain consumer feedback comprises
 - 2 a request to compare the success of two or more attributes of a product.
- 1 7. The method of claim 6 wherein the consumer feedback summary comprises an
 - 2 attribute success comparison data.
- 1 8. The method of claim 1 wherein the request to obtain consumer feedback comprises
 - 2 a request to compare the success of two or more products.

- 1 9. The method of claim 8 wherein the consumer feedback summary comprises a
2 product success comparison data.
- 1 10. The method of claim 1 wherein the request to obtain consumer feedback
2 comprises a request to compare the success of two or more ways of marketing a
3 product.
- 1 11. The method of claim 10 wherein the consumer feedback summary comprises a
2 marketing success comparison data.
- 1 12. The method of claim 1 wherein the product description data comprises meta-data.
- 1 13. The method of claim 1 wherein the product description data comprises program
2 guide information.
- 1 14. A system comprising a machine readable medium and a processor, the machine
2 readable medium having instructions which when executed by the processor cause the
3 system to perform operations comprising:
4 receiving a request to obtain consumer feedback;
5 sending at least one product description data to a plurality of clients;
6 receiving a feedback data from each of the plurality of clients transparent to
7 the user of the clients;
8 processing a consumer feedback summary based on the feedback data.
- 1 15. The system of claim 14 in which the machine readable medium having further
2 instructions which when executed by the processor cause the system to perform
3 further operations comprising:
4 communicating the consumer feedback summary to a product provider

1 16. The system of claim 14 wherein the request to obtain consumer feedback is
2 received from a product provider.

1 17. The system of claim 14 wherein:

2 the request to obtain consumer feedback comprises a request to test the
3 success of one or more products; and

4 the consumer feedback summary comprises a product success data for each of
5 the one or more products.

1 18. The system of claim 14 wherein:

2 the request to obtain consumer feedback comprises a request to compare the
3 success of two or more attributes of a product; and

4 the consumer feedback summary comprises an attribute success comparison
5 data.

1 19. The system of claim 14 wherein

2 the request to obtain consumer feedback comprises a request to compare the
3 success of two or more products; and

4 the consumer feedback summary comprises a product success comparison
5 data.

1 20. The system of claim 14 wherein:

2 the request to obtain consumer feedback comprises a request to compare the
3 success of two or more ways of marketing a product; and

4 the consumer feedback summary comprises a marketing success comparison
5 data.

1 21. The system of claim 14 wherein the product description data comprises meta-
2 data.

1 22. The system of claim 14 wherein the product description data comprises program
2 guide information.

1 23. A system comprising:

2 a processor coupled to a bus;

3 a memory coupled to the bus;

4 means for receiving a request to obtain consumer feedback;

5 means for sending at least one product description data to a plurality of clients;

6 means for receiving a feedback data from each of the plurality of clients

7 transparent to the user of the clients;

8 means for processing a consumer feedback summary based on the feedback
9 data.

1 24. The system of claim 23 further comprising:

2 means for communicating the consumer feedback summary to a product
3 provider

1 25. The system of claim 23 wherein the request to obtain consumer feedback is
2 received from the product provider.

1 26. The system of claim 23 wherein the product description data comprises meta-
2 data.

1 27. The system of claim 23 wherein the product description data comprises program
2 guide information.